

Abstract of the Disclosure

A reference voltage generator circuit is arranged to generate a reference voltage including an image display voltage for outputting an image write voltage and a black display voltage for outputting a black write voltage. When the reference voltage generator circuit switches a reference voltage to either of the voltages, supplying the voltage to a signal line drive IC, and outputs the voltage as the image write voltage or the black write voltage from the signal line drive IC to a liquid crystal panel, the reference voltage is switched so that an image display period for supplying the image display voltage and a black display period for supplying the black display voltage are contained during one horizontal period, and the switching is synchronized with a change in selection line control signals 502, 503, 504 of lines in which an image is written and lines in which black is written for a selection line 101.